

# BreastCare: A Program for Arkansas Women



  
*BreastCare*  
ANNUAL REPORT 2004

# BreastCare: Awareness and Action Paying Off

Since the BreastCare program was instituted eight years ago, it remains one of the most important women's health initiatives in our state's history. Developed to stem the rising tide of breast and cervical cancer in Arkansas women over 40 who were uninsured or underinsured, the program is making significant headway in the early detection and treatment of breast and cervical cancer.

Administered by the Arkansas Department of Health, BreastCare grew out of the Breast Cancer Control Act passed by the Arkansas legislature

in 1997. This far-reaching program

offers qualifying women free regular

mammograms, clinical breast exams, Pap

tests for cervical cancer and follow-up

treatment when required. In addition

to actual screening procedures, the

program also stresses the awareness

of maintaining good breast health

through numerous public and

professional education efforts.

Thanks to Arkansas BreastCare,

women across the state are able

to get the services they need to

help assure a healthy future for

themselves and their families.

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## Eligibility and Services

Women must:

- be 40 years of age or older\*
- have income at or below 200 percent of the Federal Poverty Level
- have no health insurance or insurance that does not cover mammograms or Pap tests
- be Arkansas residents

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\*In some cases, women under the age of 40 who have been diagnosed with breast or cervical cancer also receive services through BreastCare.

Women in the program who are diagnosed with breast or cervical cancer qualify for a full array of Medicaid services while they are being treated. In most cases a small co-payment is all that is required.

BreastCare services include (but are not limited to):

- screening mammogram
- diagnostic mammogram
- biopsy
- clinical breast exam
- physician consultation
- chemotherapy, radiation
- additional testing and treatment

The message, “Say ‘Yes’ to a free mammogram,” remains our primary call to action and it seems to be working. More and more women each year are answering the call to good breast health by signing up for the program in record numbers. We still find an alarming number of women who qualify for the program but are not being served. In Arkansas, 13,796 of the 78,765 eligible women are enrolled in BreastCare.

# 1-877-670-CARE: The Number to Call

Getting started in the program is easy.

The center takes calls Monday through Friday between 7:00 a.m. and 5:00 p.m. Operators determine program eligibility and make initial clinical breast and pelvic exam appointments and give information about medical providers. After a woman's initial appointment, she is scheduled for a free mammogram. In most cases, women receive reports that their mammogram or Pap test results are normal. However, if a woman finds that her results are abnormal, she receives further tests and follow-up care if necessary with only a small co-payment required. BreastCare also makes further diagnostics and treatment available for women who qualify under the program and have already received a diagnosis of breast or cervical cancer.

Women who do not qualify are given information about breast and cervical cancer as well as alternate, low-cost, available community resources and providers in their areas.

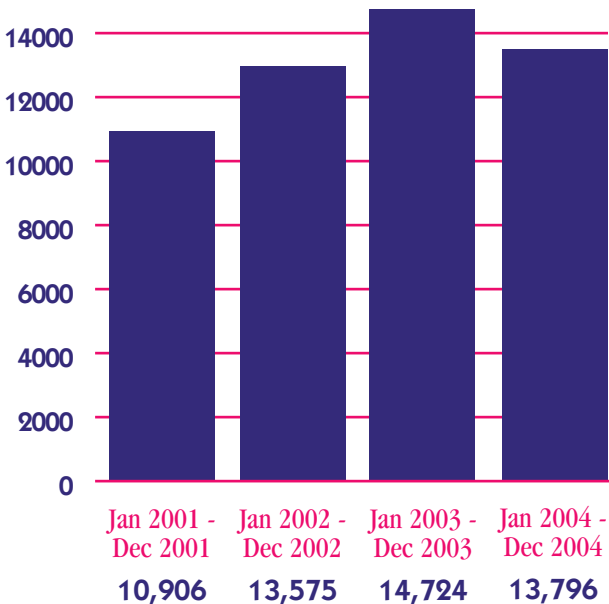
## The Bottom Line in 2004

- **13,796 women** enrolled
- Approximately **78,765 women** eligible for the program
- **74,763 calls processed**
- **5,689 new enrollees**
- **12,474 women** served
- **12,875 mammograms** performed
- **6,330 Pap tests** performed
- **202 women diagnosed** with breast or cervical cancer
- More than **\$4.9 million** spent on covered services

### Since BreastCare Began

- **462,888 calls processed** since 7/1/00
- **66,860 mammograms** performed
- **13,539 Pap tests** performed
- **657 cases** of breast and cervical cancer treated since December 2001

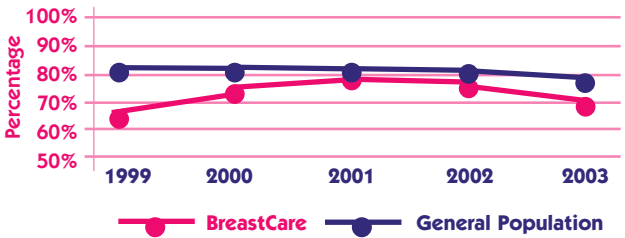
### Total BreastCare Enrollees



# Detection: Earlier is Still Better

Although many new treatment options are being developed for breast cancer, early detection is still the most powerful tool we have to identify and treat it. BreastCare's emphasis on early detection means many women have better options for living cancer-free than ever before.

## Percentage of Early Stage Female Breast Cancers Diagnosed: BreastCare and Arkansas



Source: BreastCare, Arkansas Central Registry, 3/24/04

# Cervical Cancer: Prognosis is Curable

Cervical cancer is among the most treatable forms of cancer when it is detected early. Since 2001, BreastCare has offered cervical cancer screening to all eligible clients and the number of Pap tests performed has been increasing steadily. Nevertheless, Arkansas ranks 10th in the nation for cervical cancer mortality and there are marked differences based on ethnicity. The mortality rate for black women is more than twice that of white women and the cervical cancer mortality rate for Arkansas Hispanic women is almost three times that for Hispanic women in the United States. Based on these findings, we targeted Hispanic and Black women in our advertising efforts in 2004.



TV Spot

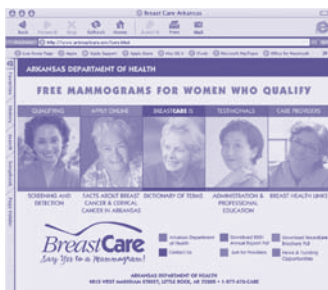
## Spreading the Word

### Broadcast and Print

The “Say ‘Yes’ to a free mammogram” theme remains a strong and effective slogan in our advertising efforts. The new radio and television spots asked that women make their health a priority by saying, “Yes.” The spots featured women in many life-roles and addressed concerns about the pain and fear associated with mammography. Our efforts paid off with a re-enrollment increase of five percent. In 2004 we also expanded our television and radio advertising to include Arkansas’ Hispanic community, taking into account the ethnic emphasis on family. Speaking directly to Spanish-speaking Arkansans resulted in a 2.4 percent increase in Hispanic enrollment.

### The Power of the Internet

Our website, [www.ArBreastCare.com](http://www.ArBreastCare.com), revised and re-introduced in 2002, continues to be an important support for broadcast and print advertising as well as a 24/7 resource for breast cancer information. Over the



past year, the website has increased resource information for patients. In addition, BreastCare received regular inquiries for additional information through the website link.

Website

# Outreach

## Think Pink

We are continually looking for new avenues through which we can encourage program enrollment and raise awareness of the importance of early detection and treatment.

Pink Carnation Sunday is a minority outreach program coordinated by Arkansas BreastCare. Breast health advocates distributed pink carnations to women 40 and over at church services in Little Rock and other cities. The pink carnations reminded members that good breast health means getting a mammogram and clinical breast exam regularly. As part of the program, women were asked to pledge to get or schedule their mammograms within three months of Pink Carnation Sunday. Among the 927 women who signed pledges this year, 398 made appointments for a mammogram.

## Tyson

Thanks to a grant from the Ozark Affiliate of the Susan G. Komen Breast Cancer Foundation, BreastCare was able to initiate the Tyson Worksite Screening Project. This important program targeted Hispanic women and was responsible for 189 Northwest Arkansas women receiving free clinic breast exams and screening mammograms.



## Mini-Grants Keep it Real

Breast cancer is as much a local issue as any other. Early detection is one way that financially strapped communities can avoid being faced with the high cost of treating end-stage breast cancer. BreastCare is dedicated to helping local communities get involved. The mini-grants are for \$10,000 or less and go to community organizations, churches, hometown health coalitions and hospitals to help them fund programs that raise awareness of the BreastCare program and promote enrollment. In 2004, BreastCare awarded \$65,000 in such grants to the following 11 organizations:

Arkansas Human Development Center, Little Rock  
Baptist Health, Little Rock  
Calhoun Street Church of Christ, Newport  
Christian Health Center, Camden  
Delta Omega Omega, Chapter of Alpha Kappa Alpha,  
Jefferson County  
East Arkansas Enterprise Community, Forrest City  
Full Gospel Outreach Ministry, Montrose  
Hempstead, Lafayette, Little River, and Nevada Counties  
Marion County Hometown Health, Yellville  
Montgomery County Education Coalition, Mount Ida  
Pike County Hometown Health Coalition, Murfreesboro

## Komen Foundation Grant to BreastCare

Funding was a special challenge for BreastCare in 2004 because funding comes from tax revenues that have been steadily declining. With demand for services being at an all time high, finding additional funding sources to deliver services was critical. In response to a 2003 grant application from BreastCare, the Susan G. Komen Breast Cancer Foundation Arkansas Affiliate awarded \$102,880 to help extend screening mammography services to underserved women. That meant that an additional 643 Arkansas women received services. BreastCare also was able to focus services on the minority population in Northwest Arkansas through a \$32,557 grant from the Ozark Affiliate of the Komen Foundation.

# The 2004 Josetta Wilkins Award

It's hard to believe that such a successful and valuable program as BreastCare might never have passed the legislature were it not for the efforts of Dr. Josetta Wilkins of Pine Bluff. In honor of Dr. Wilkins and her tireless efforts to elevate women's health issues, each year the Arkansas Breast Cancer Control Advisory Board recognizes one individual and one organization whose works raise the awareness of breast health and educate Arkansas women about the importance of early detection and treatment of breast cancer. The 2004 recipients are Jane B. McDaniel of Jonesboro and the Ozark Affiliate of the Susan G. Komen Breast Cancer Foundation.



**Jane B. McDaniel**

## **2004 Individual Winner: Jane McDaniel of Jonesboro**

Ms. McDaniel, herself a 20 year breast cancer survivor, has labored tirelessly as an advocate, lobbyist and outreach worker committed to eradicating breast cancer. During her service as Vice President of Marketing for St. Bernards Health System, Jane was responsible for acquiring the area's first Mobile Mammography unit in 1999. Five years later, the program continues visiting worksite and rural locations and providing mammography services to underserved women. She also developed a successful professional education program to educate Northeast Arkansas physicians about the importance of recommending mammography to their patients. In addition to serving on the Breast Cancer Control Advisory Board and on the Komen Foundation's National Public Policy Advisory Council, Jane was part of a lobbying group that persuaded lawmakers to increase federal funding for breast cancer screening. She also has reviewed grant applications for the Department of Defense Breast

Cancer Research Project, which awards millions of breast cancer research dollars. Jane is known to many Northeast Arkansas residents as the host of “Issues in Health,” a television program that addresses women’s health concerns and emphasizes the importance of early detection of breast cancer.

## **2004 Organization Winner: Ozark Affiliate Susan G. Komen Breast Cancer Foundation**

The Ozark Affiliate of the Susan G. Komen Breast Cancer Foundation makes education, screening and treatment available for Northwest Arkansas women and their families. Thanks to the efforts of the Ozark Affiliate, more than 60 grants that serve rural, minority, under-served and uninsured women have been funded.

The Affiliate’s sponsorship of The Komen Ozark Race for the Cure<sup>®</sup> has resulted in more than 2.7 million dollars raised in six years, funding numerous community programs across the six-county service area. Affiliate representatives and volunteers testified in front of the House and Senate Committees on Insurance and Commerce and were instrumental in achieving changes in the mandated reimbursement policies for breast health services in Arkansas. The Breast Health Providers Conference, an annual Ozark Affiliate event since 2003, provides Northwest Arkansas grantees, nurses, radiology technicians, physicians, health educators and social workers the latest information on the delivery of breast health research, education, screening and treatment. Without the commitment and unwavering determination of the Ozark Affiliate of the Susan G. Komen Breast Cancer Foundation, the fight to eradicate breast cancer would not be as aggressively fought and more of our women would be lost to this devastating disease.

# Care Coordinators: Our Frontline in the Fight

Working through the Arkansas Department of Health, a regional network of Care Coordinators works with BreastCare clients in cities and small towns across the state. Care Coordinators are nurses who act as liaisons between the Arkansas Department of Health, the healthcare provider and the client. In addition to education and outreach, Care Coordinators act as patient advocates, helping clients make their way through the healthcare and social services systems assuring diagnosis and treatment are efficient and manageable.

## Care Coordinators

**Debby Vodrazka Harris, RN**

Northwest Region Care Coordinator

**Lisa Southard, RN**

Northeast Region Care Coordinator

**Polly Locket-Fox, RN**

Central Region Care Coordinator

**Fran Kirk, RN**

Southeast Region Care Coordinator

## Nursing Services

**Dianne Crippen, RN**

Program Nursing Coordinator

**Tina Patterson, RN**

Program Nursing Coordinator

# What BreastCare's Care Coordinators Say About Their Job

*"I love working for BreastCare. The feeling I get when I see the absolute relief on a client's face when I am transitioning her from BreastCare to Medicaid after a breast cancer diagnosis is almost overwhelming. It is just an incredible feeling to be able to help someone after such a devastating diagnosis."*

**Lisa Southard, RN**  
**Northeast Region Care Coordinator**

*"I am so fortunate to be involved in a program that truly impacts the lives of women in Arkansas. They continually amaze me with their kindness, strength and determination."*

**Polly Lockett-Fox, RN**  
**Central Region Care Coordinator**

*"I feel BreastCare is a wonderful program for the medically underserved women in Arkansas. I have had woman after woman tell me she would have died untreated had it not been for BreastCare. I personally receive a feeling of accomplishment and fulfillment that cannot be measured in words."*

**Fran Kirk RN**  
**Southeast Region Care Coordinator**

*"A favorite part for me is the opportunity for early intervention in patients' cancer diagnosis and care. I assist patients when they have just received their diagnosis and have many questions and concerns. I personally love being able to alleviate or reduce many of their fears. I also like working with private providers in Northwest Arkansas."*

**Debby Vodrazka Harris, RN**  
**Northwest Region Care Coordinator**

# The Breast Cancer Control Advisory Board

## **Leila Alston, MHSA, Board Chair**

Baptist Health  
Little Rock, Arkansas  
Representing Susan G. Komen Foundation  
Term expires 1/1/08

## **Al Nelson, MD, Board Vice Chair**

Little Rock, Arkansas  
Representing Radiation Oncology  
Term expires 1/1/05

## **Elizabeth Coleman, Ph.D., RNP, AOCN**

University of Arkansas for Medical Sciences  
Little Rock, Arkansas  
Representing Arkansas Nursing Association  
Term expires 1/1/08

## **Chris Dent**

Little Rock, Arkansas  
Representing the Arkansas Hospital Association  
Term expires 1/1/05

## **Laura Hutchins, MD, FACP**

University of Arkansas for Medical Sciences  
Little Rock, Arkansas  
Representing Medical Oncology  
Term expires 1/1/08

## **Robert Janes, MD, FACS**

Surgical Associates of Fort Smith  
Fort Smith, Arkansas  
Representing Arkansas Medical Society  
Term expires 1/1/07

## **Janice Thompson**

Lockheed-Martin  
Camden, Arkansas  
Representing the American Cancer Society  
Term expires 1/1/05

## **Mary Lou Wilson, RN**

Northwest Breast Center  
Springdale, Arkansas  
Representing Women's Health Advocacy  
Term expires 1/1/07

## **Barbara Hager, MPH, CHES**

Arkansas Department of Health  
BreastCare Team Leader

## **Jenny Gutierrez-Le, MHSA**

Arkansas Department of Health  
BreastCare Administrator

## **Joining the board in 2005:**

## **Tammy Gavin**

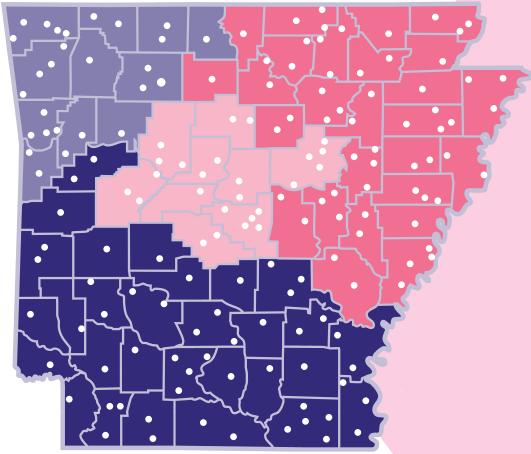
White River Medical Center  
Batesville, Arkansas  
Representing Arkansas Hospital Association  
Term expires 1/1/09

## In Memory: Dr. Fay Boozman



Arkansas BreastCare has lost an advocate and friend. We are deeply saddened by the untimely passing of Dr. Fay Boozman. His tireless efforts at the Arkansas Department of Health brought tremendous energy and renewed commitment to women's health issues. He will be greatly missed.

# BreastCare Works Across the State



Each dot represents one of the 160 towns and cities with BreastCare providers. There are over 1,750 providers in Arkansas.

  
**BreastCare**  
*Say Yes to a Mammogram!*

**1-877-670-CARE**  
**[www.ArBreastCare.com](http://www.ArBreastCare.com)**

**Administered by**

Arkansas Department of Health  
*Keeping Your Hometown Healthy*



**4815 West Markham Street, Slot 11  
Little Rock, AR 72205**